ANNUAL MEETING OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROACASTERS.

IOWA CITY? IOWA? SEPTEMBER 9 AND 10 ,1935.

The annual meeting at Iowa City on Monday and Tuesday, September 9 and 10 , 1935 did not have a large attendance, but was one of the mos t profitable ever held by the Association. The number formally registered was slightly under 20 , but several were present and took part in the various meetings that might have registered, yet did not do so. The complete program of the various sessions was carried out practically as listed in advance, those on the programs who could not attend sending sending carefully written papers that were read by others who were familiar with the subject under discussion.

The first session was called to order by President W. I. Griffith, Iowa State College, Ames, Iowa, at 10:00 a.m. September 9, in the River Room of the Iowa Memorial Union, Iowa State University. Viece President Harold G. Ingham, Director of KFKU, Lawrence , Kansas, was called to the chair. Eighteen were present.

Dean Kay of the Iowa State University then welcomed the Association to the University and the city in a very cordial way, and pointed out how radio could help in a social development of mankind that would correspond to the technical and mechanical developments of the present age.

At 10:15 President Griffith responded by thanking Dean Kay for his very fine welcome, and explaining why our Association should hold meetings like the present one. Exchange of ideas , discussions as to how eduactional broadcasting programs can be made even more worth while, informal and round table conversations on subjects not even listed in the formal programs , mentioned , as reasons for these meetings.

At 10:50 a.m. Harold A. Engel, Promotion Manager, WHA , Madison, Wis. spoke on " A Radio Instrospection". He urged all members of our group to put forth every possible effort to develop all phases of the physical equipment and program material. He suggested that many of us appeared to be doing our work halfheartedly, and not making the devel - opment of our work that was really possible. The very remarkable way in which those in charge of WHA had developed fine studios and studio equipment from unused rooms and second hand materials was explained.

At 11:27 a.m. a paper written by Charles A. Taylor of WESG, Cornell University, Ithaca, N.Y., entitled " A Syndicated Radio Service", was read by M. C. Jensen, Manager of WCAL,St. Olaf College, Northfield, Minn. The paper explained how material for broadcasts of agricultural interest was sent out to and used by 24 different stations in New York State and adjacent territory. How the material was collected in large part from the listeners themselves , and then put into broef , concise items. None of them more than a few minutes long. These are read by the announcers of the commercila stations to which the material is sent.

At 11:45 President Griffith read a letter from T. M. Beaird, Director of WNAD, University of Oklahoma and Executive Secretary of our Association. As Chairman of a Committee on ~~XXXXXXXXXXX~~ Proposed Recorded Programs, a committee appointed at the Kansas City meeting of last year

Mr. Beaird explained that the special duties which kept him away from this meeting had prevented him from making a formal report, and that a plan to supply certain records that could be used for broadcasts would be explained by an other at some time during the meeting. Carl Menzer, WSUI, Iowa City, was asked to report on making records. He said that only a few record making outfits made good records : but when well made records made on the most satisfactory disks would give good results for about twelve reproductions.

At 12:00 adjournment was declaired until 1:30 p/ m.

The afternoon session was called to order by President Griffith, with 22 in attendance.

At 2 p.m., Dr. C. M. Koon, Senior Specialist in Radio and Visual Education , U.S. Office of Education , Washington, D.C., made an address on " How May the Broadcasting Stations and the U.S.Office of Education Best Serve Each Other". He said that while during the past few years some of the national agencies had encreased both the number of their workers and their expenditures nearly ten times, very little increase had been allowed for the Office of Education. For this reason, it was impossible to do many things that they wished to do. The speaker though that most of the educational stations were well supplied with a technical staff of their own, having in many cases built their own transmitters; and therefore the line in which the Office of Education could help most would be in furnishing program material, advising the construction of programs, and if possible supplying programs in the form of recordings, ready to broadcast. The limitation of our funds makes it difficult to accomplish this and thus far there are objections to the use of workers through any of the relief agencies. These difficulties may be overcome later, and it is possible that if we can get out such records for broadcasting they may be delivered through the mails by means of the franking privilege.

At 2:45 p.m. a paper prepared by Director R. C. Higgy of station WOSU, Columbus ,Ohio, was read by Keith Tyler, Research ~~Associate~~ Associate Ohio State University. The title was " Ohio's Junior College of the Air ". Credit is not given for this work in regular University courses, although examinations may be taken by those who desire to do so. Many taking this work have expressed a desire to take regular University , residence courses later; and if they should do so , these radio courses would make the regular work much easier.
More women than men have been enrolled . Persons from 18 to 80 years old have pursued the courses , and many of them are over 60 years old.

Dr. Crane, President of the University of Wyoming, suggested that work like that of the Ohio Junior College of the Air might well be connected with correspondence , extension work, and suggested that such a method might be very excellent to use in the educational work of CCC groups or camps.

At 3:35 p.m., a report was presented by Frank E. Schooley, Urbana, ILL. Chairman of the Committee on proposed Federal and Educational Program Development. Mr. Schooley said that inquiry had revealed a positive desire for prepared or recorded for use by the educational stations, and a hope that the Federal authorities might be willing to develop them or at least prepare suitable records from material furnished in part by the eduactional broadcasters. It was suggested that these

programs be offered to both educational and commercial stations alike subject only to the condition that they should not be used in any way for commercial purposes.

At 6:45 p.m. the delegates and about as many lady friends sat down to dinner in the River Room of the Memorial Union. After the dinner Dr. Bruce E. Mahan , Director of Extension , State University of Iowa, as toastmaster of the occasion, presented a male quartet from the Burlington Junior College, together with their director, and we were favored with several very fine selections. Then the toastmaster introduced President A.G.Crane , University of Wyoming , Laramie ,Wyoming, who addressed those present on "the Supplemental Broadcasting System , Proposed by the National Committee on Education by Radio. " The presentation was made by Dr. Crane in the forceful and effective manner for which he is known. Then followed a considerable number of informal questions and comments on the proposed plan all of which were answered most satisfactorily by Dr. Crane. Most of those in attedance remained in informal discussion and conversation upon the chief subject of the evening until 10:00 p.m., when were informed it was time to close the building.

The first session of Tuesday, September 10th, was called to order at 9:45 a. m. by President Griffith, 17 delegated being present at that time.
Dr.R. H. Ojemann, Iowa Child Welfare Research Station, State University of Iowa, presented the first address of the day , on "Accomplishments and Future of the Radio Child Study Club. " The work was explained to have been designed to advise parents to treat their children intelligently and to care for them both physically and mentally. The work was outlined in a printed folder , and its divisions are there made clear. 2300 listeners were enrolled last year. The work was largely conducted through through listening groups, and it is believed meeting of groups has an important social effect .

At 10:30 an address was made by Prof. H. C? Harshbarger , Production Manager of WSUI, Iowa City, on "The Relation of the Speech Department to the Unuversity Radio Station ", was read by Prof. Harry G. Barnes. The writer had made tests in speech comprehension , using phonograph records. The comprehension of the listener did not exactly follow his intelligence test rating. Something more than intelligence was found to be involved. Illustration aids in comprehension . Also repetition helps to fix facts. Program research is very important for the success of educational broadcasting.
Courses related to broadcasting at the University of Iowa offer 3 hours credit for two semesters. There are courses in radio management, in radio speech and in continuity writing.
In 1933, 17 colleges and universities gave some kind of courses in radio.

At 11:00 a.m., Dr. Tracy F. Tyler, Secretary and Research Director of The National Committee on Education by Radio, Washington, D.C., addressed the meeting on "A Message from the N.C.E.R. The said that one important service of the Committee had been the employment of Mr. Horace Lohnes to give expert legal advice to members of our Association on matters involving our status before the Federal Communications Commission. Since the original grant of funds for the support of the N.C.E.R. was for a five year period and that time will expire on December 30, 1935, it is doubtful whether the Committee can continue its work after that date

In fact , it is felt that the component organizations that constitute the N?C?E.R. should contribute all or a part of the funds needed to continue the work beyond the close of the present calendar year. The continuance of the work of the N.C.E.R. involves not only the employment of Mr. Lohnes as general legal adviser , but also the publication of the the bulletin, "Education by Radio", various special reports, reprints of important articles on educational broadcasting, etc.

At 11:40 a.m. , a paper sent in by Dr. McKinley, (place and school missed) was read in his absence. His experience had been that of supplying short programs to be broadcast over a local, 100 watt commercial station. He found it difficult to get the talks contributed by members of his staff reduced to 15 minutes and confined to essential facts ; and he also found it difficult to convince his tracher that any one listened to the broadcasts.

At 12:00 noon, a recess was declaired untill 1:30 p/m.

During the recess, the delegates attended a luncheon in the large auditorium of the Memorial Union. The luncheon was in honor of the University of Iowa football squad, coaches and athletic authorities. All the service clubs of Iowa City, alumni and friends of the University to a total of hundreds were in attendance. Dr. Mahan presided,made a brief address that was broadcast over a hookup of about six Iowa stations. The athletic coaches were introduced, the members of the football squad and others, including the officers of our Association.

Atll:30 p.m. , our regular sessions were resumed, with Carl Mrnzer of WSUI reporting for the "Committee on Short Wave Transmission Between Educational Stations". He reported that a tabulation of answers to inquires on the subject showed that at this time not enough equipment was owned by our members to justify tests in short wave transmission. This condition , he thought, might be changed later, and if so tests might be made then.

It was moved and passed that the report be accepted, and the committee be continued, if the personel should be approved by the incoming president.

A similar motion was passed relative to the " Committee on Federal and Educational Program Development", Frank E. Schooley, Chairman.

Like action was taken on "Committee on Proposed Recorded Programs of Government Material", T.M.Beaird, Chairman.

It was moved and approved that President Griffith and Dr. Tracy Tyler be made a committee to negotiate with Mr. Horace Lohnes and if possible complete an arrangement whereby Mr.Lohnes would continue to advise the members of our Association , provided such an arrangement can be made under terms that will be possible for us to meet them.

At 2:oo p.m., Mr. F. L. Whan, Instructor in Debating at Iowa State College, presented an address on " Are Intercollegiate Radio Debates Justified ?" He said it might be asked first whether people listen, and then who listen ? Some debates on subjects intenddd for women have had women listeners. An effort is made by us to get subjects that will interest some specific class and then put that subject on at an hour when that class can listen.
The objection is made that students have bad radio voices and use bad

⊗ Dr. Wm McKinley Robinson, Western State Teachers College Kalamazoo, Mich.

grammar. An other objection is that too many speakers are put on a single debate. In most cases two speakers , one on each side is to be preferred. Some people want to hear only one side of a debate. The voice and the grammar of student debaters are not always than those of faculty members.
The speaker believed that all in all student, radio debates were justified.

At 2:30 p.m., "Andy" G.Woolfries, WOI Announcer, Ames, Iowa, presented a most interesting talk on the " WOI Music Shop". He said this feature has been on the air since 1925. It started with borrowed records,played on a regular phonograph and picked up through a microphone. Began using a "pick-up" reppoducer of the G.E. type before they were on the open market. After a while we began to put on request numbers to learn how many were listening; and we continued this until we were getting 1000 requests a day , when we were compelled to stop. We began purchasing our own disks and using only the very best kind of music. Later we were getting so few reports from our listeners that we thought it must be true they did not like our kind of music. We therefore made this test. We ppayed " On Wings of Song" by Mendelssohn and followed this with a record of modern jazz, asking our listeners to report which kind of music they preferred. " On Wings of Song" received a most overwhelming majority. Since then we have had no doubt that our listeners prefer the very best kind of music : and we have built up a musical library of records on that evidence.
We now have 2100 records, practically all that have been made of the electrically cut disks in high grade music. The cost has been about $3000.
We believe we have educated our listeners in music appreciation by giving them better and better music , while not telling them that we were doing so.
Our listeners comprise cultured people. They write us on good paper, they use good grammar. Many letters are typewritten.

At about 3:10 p.m. the regular annual business session was called.

The Secretary-Treasurer reported 23 regular and active members and 9 associate members. Some minor bills for the past year had not been presented, and when these had been paid the balance on hand would be approximately $ 300.00. Detailed statements were offered to those desiring them. The report was accepted and approved by regular vote.

It was further reported by the Secretary-Treasurer that at the last annual meeting it was voted to send J.F.Wright , the retiring President, to Washington to represent our Association at a hearing before the Federal Communications Commission; and that it was then thought best to pay his expenses from a special fund for that purpose, and eight pledges had been made at that time to meet such expenses. Since only four of the pledges of $10:00 each had been paid , it was suggested as only fair that the money so paid be either returned to those making the special contributions or be applied to future dues , if either of these two things should be requested by those who had made the payments. This was voted by the members present.

The nominating committee, appointed earlier during this meeting, with H. G. Ingham, K'KU as Chairman, then reported the following ticket, as proposed officers for next year.

The ticket was accepted and elected by regular vote, without discussion

Since President-elect McCarty was in Europe and was not expected to return for some time, it was voted that Vice president-elect Griffith should represent our Association on the board of the N.C.E.R. upto and ~~xx~~ including the January meetings.

The nominating Committeed recommended that the cons-titution be ammended so as to permit the election of more than one member of Executive Committee from one zone, since some of the zones have very few member stations or schools. This and other possible revisions were referred to the new Executive Board compos-ed of the new Executive Committee and the newly elected officers.

An invitation to meet next year at the University of Wisconsin was presented , and was also referred to the new Executive Board.

A vote of appreciation and thanks was unanimously tendered for the hospitality of the WSUI staff, the management of the Memorial Union, the State University of Iowa, and others in Iowa City who had contrib-uted so much to make our meeting so unusually pleasant and profitable.

A majority of the Executive Board for the coming year being present a meeting of that group was called by the new Vice President, and Harold A. Engel, WHA, was elected the new Executive Secretary, with an expression of appreciation for the services of T. M. Beaird, WNAD who had served in that capacity for several years, but is now too busy with very special duties in an other line to permit continued service in his former office on our staff.

At 3:45 p.m. all adjourned for the end of our convention activities.

B.B.Brackett,
Sec.-Treas, NAEB.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

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